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**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

|                        |                          |
|------------------------|--------------------------|
| Application Number     | 10/724,546               |
| Filing Date            | 11/26/2003               |
| First Named Inventor   | Pisaris-Henderson et al. |
| Art Unit               | 3622                     |
| Examiner Name          | Not yet assigned         |
| Attorney Docket Number | AP35567 (067282.0121)    |

**ENCLOSURES** (Check all that apply)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input checked="" type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Reply to Missing Parts/<br>Incomplete Application<br><input type="checkbox"/> Reply to Missing Parts<br>under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a<br>Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br>Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____<br><input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC<br><input type="checkbox"/> Appeal Communication to Board<br>of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to TC<br>(Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Other Enclosure(s) (please identify<br>below):<br>Return Receipt Postcard |
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Remarks

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

|              |                       |              |        |
|--------------|-----------------------|--------------|--------|
| Firm Name    | Baker Botts LLP       | Customer No. | 21003  |
| Signature    |                       |              |        |
| Printed name | Walter M. Egbert, III |              |        |
| Date         | 02/03/2005            | Reg. No.     | 37,317 |

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Walter M. Egbert, III

Date 02/03/2005

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

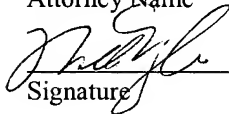
Applicants : Pisis-Henderson et al. Customer No.: 21003  
Serial No. : 10/724,546 Examiner : Not Yet Assigned  
Filed : November 26, 2003 Group Art Unit: 3622  
For : SYSTEM AND METHOD FOR PAY FOR PERFORMANCE ADVERTISING  
HAVING BIDDABLE ADVERTISING UNITS UTILIZING ROTATING  
ROUTING TO ADVERTISER WEBSITES

INFORMATION DISCLOSURE STATEMENT

I hereby certify that this paper is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

February 3, 2005  
Date of Deposit

Walter M. Egbert, III  
Attorney Name

  
Signature

37,317  
Patent Reg. No.

February 3, 2005  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), applicants bring to the attention of the Examiner the documents listed on the attached Form PTO 1449 and respectfully request that the listed documents be considered by the Examiner and made of record in the above-captioned application. Copies of all of the documents listed on the Form PTO-1449 are enclosed herewith.

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that the listed documents are material or constitute

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"prior art." If the Examiner applies the documents as prior art against any claim in the application and applicants determine that the cited documents do not constitute "prior art" under United States law, applicants reserve the right to present to the Office the relevant facts and law regarding the appropriate status of the documents.

Applicants further reserve the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should the documents be applied against the claims of the present application.

This Information Disclosure Statement is being filed before the mailing date of the first Office Action on the merits of referenced application. Therefore, applicants do not believe that any fee is due in connection with the submission of this paper. However, if any fee is due, or if any overpayment has been made, the Commissioner is authorized to charge any such fee or credit any overpayment, to our Deposit Account No. 02-4377. Duplicate copies of this sheet are enclosed.

Respectfully submitted,

BAKER BOTTS L.L.P.

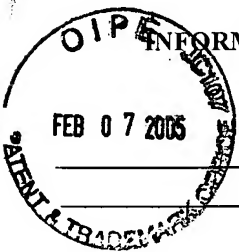
By: 

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212-408-2500

Form PTO-1449 U.S. Department of Commerce  
(REV. 2-82) Patent and Trademark Office

Atty. Docket No.  
AP34905 - 067282.0115

Serial No.  
10/331,926



**INFORMATION DISCLOSURE STATEMENT  
BY APPLICANT**

(Use several sheets if necessary)

Applicants  
Pisaris-Henderson et al.

Filing Date  
December 30, 2002

Group Art Unit  
3624

**U.S. PATENT DOCUMENTS**

| *Exam.<br>Init. |  | Document No. |   |   |   |   |   |   | Date     | Name                 | Class | Subclass | Filing Date<br>if Appropriate |
|-----------------|--|--------------|---|---|---|---|---|---|----------|----------------------|-------|----------|-------------------------------|
|                 |  | 6            | 1 | 3 | 4 | 5 | 3 | 2 | 10/17/00 | Lazarus et al.       | 705   | 14       |                               |
|                 |  | 6            | 2 | 8 | 5 | 9 | 8 | 7 | 09/04/01 | Roth et al.          | 705   | 27       |                               |
|                 |  | 6            | 0 | 8 | 1 | 7 | 8 | 8 | 06/27/00 | Appleman et al.      | 705   | 14       |                               |
|                 |  | 6            | 0 | 2 | 9 | 1 | 4 | 1 | 02/22/00 | Bezos et al.         | 705   | 27       |                               |
|                 |  | 5            | 9 | 3 | 0 | 4 | 7 | 4 | 06/27/99 | Dunworth et al.      | 395   | 200.47   |                               |
|                 |  | 5            | 9 | 2 | 0 | 8 | 5 | 9 | 07/06/99 | Li                   | 707   | 5        |                               |
|                 |  | 5            | 9 | 2 | 0 | 8 | 5 | 4 | 07/06/99 | Kirsch et al.        | 707   | 3        |                               |
|                 |  | 5            | 9 | 1 | 8 | 0 | 1 | 4 | 06/29/99 | Robinson             | 395   | 200.49   |                               |
|                 |  | 5            | 9 | 0 | 3 | 8 | 8 | 2 | 05/11/99 | Asay et al.          | 705   | 44       |                               |
|                 |  | 5            | 8 | 6 | 4 | 8 | 4 | 6 | 01/26/99 | Voorhees et al.      | 707   | 5        |                               |
|                 |  | 5            | 8 | 6 | 4 | 8 | 4 | 5 | 01/26/99 | Voorhees et al.      | 707   | 5        |                               |
|                 |  | 5            | 8 | 6 | 2 | 2 | 2 | 3 | 01/19/99 | Walker et al.        | 380   | 25       |                               |
|                 |  | 5            | 8 | 5 | 5 | 0 | 0 | 8 | 12/29/98 | Goldhaber et al.     | 705   | 14       |                               |
|                 |  | 5            | 8 | 5 | 2 | 8 | 2 | 0 | 12/22/98 | Burrows              | 707   | 2        |                               |
|                 |  | 5            | 8 | 4 | 8 | 4 | 0 | 7 | 12/08/98 | Ishikawa et al.      | 707   | 2        |                               |
|                 |  | 5            | 8 | 4 | 8 | 3 | 9 | 7 | 12/08/98 | Marsh et al.         | 705   | 14       |                               |
|                 |  | 5            | 8 | 2 | 6 | 2 | 4 | 1 | 10/20/98 | Stein et al.         | 705   | 26       |                               |
|                 |  | 5            | 7 | 9 | 4 | 2 | 1 | 0 | 08/11/98 | Goldhaber et al.     | 705   | 14       |                               |
|                 |  | 5            | 7 | 7 | 8 | 3 | 6 | 7 | 07/07/98 | Wesinger, Jr. et al. | 707   | 10       |                               |
|                 |  | 5            | 7 | 5 | 2 | 2 | 3 | 8 | 05/12/98 | Dedrick              | 705   | 14       |                               |
|                 |  | 5            | 7 | 4 | 8 | 9 | 5 | 4 | 05/05/98 | Mauldin              | 395   | 610      |                               |
|                 |  | 5            | 7 | 2 | 4 | 5 | 2 | 4 | 03/03/98 | Hunt et al.          | 395   | 237      |                               |
|                 |  | 5            | 7 | 2 | 4 | 5 | 2 | 1 | 03/03/98 | Dedrick              | 395   | 226      |                               |
|                 |  | 5            | 7 | 2 | 4 | 4 | 2 | 4 | 03/03/98 | Gifford              | 380   | 24       |                               |

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(REV. 2-82) Patent and Trademark Office

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Pisaris-Henderson et al.

Filing Date  
December 30, 2002

Group Art Unit  
3624

FEB 07 2005

|   |   |   |   |   |   |   |          |           |     |     |  |
|---|---|---|---|---|---|---|----------|-----------|-----|-----|--|
| 5 | 7 | 1 | 7 | 9 | 2 | 3 | 02/10/98 | Dedrick   | 395 | 613 |  |
| 5 | 7 | 0 | 4 | 5 | 6 | 0 | 01/06/98 | Wimmer    | 241 | 266 |  |
| 5 | 7 | 0 | 4 | 0 | 6 | 0 | 12/30/97 | Del Monte | 395 | 600 |  |
| 5 | 6 | 5 | 9 | 7 | 3 | 2 | 08/19/97 | Kirsch    | 395 | 605 |  |

**FOREIGN PATENT DOCUMENT**

| Document No. |   |   |   |   |   |   | Date     | Country | Class | SubClass | Translator<br>Yes No |  |
|--------------|---|---|---|---|---|---|----------|---------|-------|----------|----------------------|--|
| 0            | 1 | 9 | 0 | 9 | 1 | 7 | 29.11.01 | WO      | G06F  | 17/00    |                      |  |
|              |   |   |   |   |   |   |          |         |       |          |                      |  |

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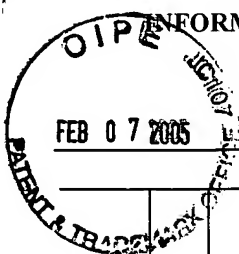
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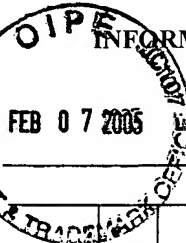
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Jeffrey Brewer (jeffrey@goto.com), *Need Reverse Stemming Software*, Usenet news group posting (May 27, 1998) as archived at [http://groups.findwhat.com/groups?selm= 356CEE4A.8DE882A8%40goto.com](http://groups.findwhat.com/groups?selm=356CEE4A.8DE882A8%40goto.com)

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